

Library Services & Technology Act

Michigan Report for 2011

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Information Partners for the 21st Century



May 2012

Dear Members of Congress,

As Michigan's economy, communities and industries change to meet 21st Century demands, Michigan's residents need appropriate skills, both on the job and in their personal lives. The library is a center in each community, rural and urban, that assists people to gain these skills in all arenas. Libraries welcome patrons of all ages and provide training and materials for their lifelong success. Libraries are collaborating daily with each other and with businesses and agencies to address these needs.

To meet the future needs of Michigan's communities, libraries also are planning on how to transform their communities for future times. The Institute of Museum and Library Services' publication "Museums, Libraries and 21st Century Skills," focuses on how libraries are moving their communities forward. Michigan libraries employ these same ideas to aid individuals with learning and innovation skills; information, media and technology skills; and life and career skills. Additionally, communities need 21st Century skills such as global awareness; financial, economic, business and entrepreneurial literacy; civic literacy; health literacy; and environmental literacy. Libraries excel in encouraging these skills in young and old alike and collaborate to provide these skills using materials and programs funded by federal Library Services & Technology Act (LSTA) dollars.

Thank you for your support for Michigan's communities and libraries through the funding and reauthorization of the federal Museum and Library Services Act. All of Michigan's residents receive benefits from the services and resources funded by LSTA. Our future will require more and evolving skills and these accessible resources have become essential. Your support for this foundation of materials and services gives Michigan students, businesses and residents a way to grow into a brighter future.

Respectfully,

A handwritten signature in black ink, reading "Nancy R. Robertson". The signature is fluid and cursive, with a long horizontal flourish extending from the end.

Nancy R. Robertson
State Librarian of Michigan

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LIBRARY OF MICHIGAN'S MISSION

The Michigan Legislature created The Library of Michigan to guarantee the people of this State and their government one perpetual institution to collect and preserve Michigan publications, conduct reference and research, and support libraries statewide.

2011 LSTA OVERVIEW

The Library of Michigan strives to support Michigan communities and residents as well as to fulfill the Library of Michigan's mission and the federal LSTA goals through the use of federal funds. As Michigan continued to have a challenging economy in 2011, Michigan's LSTA program looked to statewide services to provide access to information, assistance, and training throughout the state. This focus put a premium on giving all Michigan residents access to materials and services, regardless of geographic area, age, or information need. In order to reach the widest group of people possible, the statewide projects are designed to be worthwhile and available to individuals, public library users, K-12 students and teachers, higher education students and faculty, government officials and businesses. All Michigan residents benefit from LSTA funding.

In 2011, Michigan's \$5,208,238 in LSTA funding supported public, academic, K-12 and special libraries through various statewide projects. The majority of LSTA funds coming to Michigan supported the Michigan eLibrary "MeL" (<http://mel.org>), which includes:

- Licensed databases with published information from general topics to specialized research;
- K-12 and higher education test preparation; vocational testing and training;
- Subject area portals, such as Business and Jobs, Health and Wellness, etc.;
- "Michigana," a collection of digitized Michigan history primary source material;
- "M.O.R.E.," Michigan Online Resources for Educators;
- Featured Resources on vital topics;
- MeLCat, a statewide catalog and patron-initiated interlibrary loan service.

Other statewide services included summer reading programming; continuing education for librarians through workshops and training; web site training and hosting for small and rural libraries (the Plinkit Project); and training and assistance with E-rate funding applications.

These collaborative projects created and sustained wide-ranging access to residents and significant cost savings for both institutions and individuals. The collaboration, design and cost savings of MeL allow the Library of Michigan and libraries throughout the state to provide a wealth of quality online materials and shared print materials to all Michigan residents at a minimal cost. ■

2011 KEY FACTS ABOUT LSTA IN MICHIGAN

- ❖ Statewide database contracts saved Michigan libraries and residents over \$78 million dollars, 21 times what the Library of Michigan pays for statewide coverage.
- ❖ Michigan residents can use online Michigan eLibrary (MeL.org) materials from home, work, or a library 24/7.
- ❖ Job seekers and those practicing vocational and scholastic tests took 87,848 tests and 24,229 courses in LearningExpress at no cost to them.
- ❖ People in Michigan searched MeL databases over 35.6 million times.
- ❖ After those searches, people downloaded 11.8 million articles and documents, which is equivalent to 1.2 items for every single resident of Michigan.
- ❖ 414 libraries are MeLCat members; including public, academic, school and special libraries, saving time and money, yet providing more materials to their patrons.
- ❖ Michigan residents received 955,695 books, CDs, DVDs, audiobooks, etc. through MeLCat. Each of these is an item that their library did not have to buy, producing a savings of over \$33 million dollars.
- ❖ Funding for E-rate training helped libraries to get \$2,290,252 in discounts for telecommunications costs and Internet access.
- ❖ Michigan Online Resources for Educators (M.O.R.E.) now has nearly 60,000 educational web sites that include videos, lesson plans, etc. Most are tied to state curriculum standards for use by public and private teachers and home schoolers.
- ❖ Nearly 40% of rural state residents have access to local library information and MeL through modern, robust local library websites from the Plinkit collaborative. ■

LIBRARY OF MICHIGAN'S LSTA PROGRAM GOALS FOR MICHIGAN

The LSTA Five-Year Plan for Michigan, October 2007 through September 2012 addresses the needs of Michigan residents for information and library services through three goals. These goals were determined through an evaluation of the previous Five-Year Plan and community needs assessments, which included input from residents and libraries in both rural and urban areas across the state.

A specific focus of the goals is to bring services directly to residents by assisting local libraries in communities across the state.

Goal I: Equity of Access

Increase equity of information access and library resources by providing basic statewide access to information and resources and special assistance to libraries in underserved rural and urban communities, and to libraries that are working to provide service to persons having difficulty using a library.

Goal II: Equity of Service

Increase equity of service to Michigan residents by providing professional development resources and opportunities to libraries throughout the state to improve public services, programming and outreach, especially to underserved rural and urban populations.

Goal III: Equity in Innovation

Foster new, innovative services and programs by funding scalable pilot projects for use by libraries statewide to meet and anticipate Michigan residents' constantly changing needs for library services and information.

Proposed programs and measures for outputs and outcomes for each goal are listed in the Five-Year Plan at www.michigan.gov/lsta.

These goals reflect the current and future needs of Michigan residents and libraries as well as the goals of the LSTA legislation. As such, the Five-Year Plan is a part of how the Michigan library community provides quality services and programs to our patrons through 2012.

As this plan comes to an end, the Library of Michigan is currently working with the Michigan library community to develop new goals for the required Five-Year Plan for 2012 through 2017. ■

STATEWIDE PROJECTS - Serving All of Michigan's Residents

MeL - the Michigan eLibrary

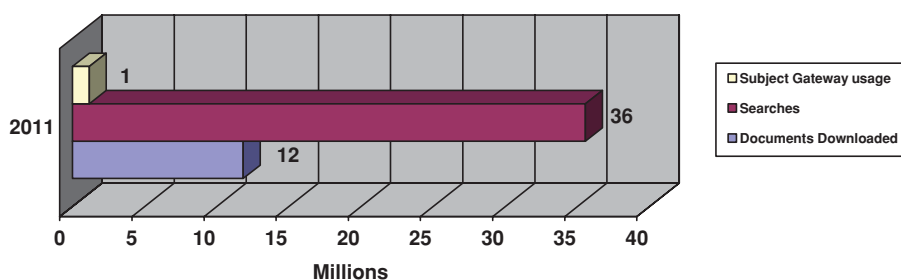
Mission: Michigan's virtual library, MeL, gives Michigan residents the information they need, when they need it, where they need it, and in the format they desire. A MeL Study funded by LSTA in 2010 showed 20% of Michigan residents knew about MeL and 80% of those used it at home and at work.

The Michigan eLibrary ("MeL," at mel.org) is Michigan's statewide virtual library, an essential tool for Michigan's residents. Through statewide subscriptions, MeL provides comprehensive topical information ranging from auto repair to zoos. Resources are electronic, available 24/7 and include full-text articles, ebooks, car repair manuals, K-16 academic and vocational practice exams that can track and score an individual's performance, K-12 curriculum materials, digital history collections, free Michigan-focused Internet resources, and a variety of other quality commercially published databases.

Job seekers, entrepreneurs and business owners, workers seeking retraining, college, high school and elementary school students, parents, home schoolers, educators, and lifelong learners all use these collections to find what they need to succeed, to learn, and to improve their lives. The resources include elementary, secondary, college and professional level research; general information on health and social issues; local history and genealogy; and access to articles and books available in Michigan libraries.

MeL is a vital part of library services to students and other residents and a great return on investment. In 2011, Michigan residents used the databases over 36 million times with approximately four searches made and one and a half articles downloaded per capita.

MeL Usage in 2011



MeL databases cost \$3,730,180 in 2011. If libraries had purchased these subscriptions individually, the cost would have been approximately \$78 million, 21 times what the Library of Michigan pays for statewide coverage. Looked at another way, if Michigan residents had paid for each article they downloaded in 2011, the articles alone would have cost around \$177 million. We also save libraries the time and staff necessary for negotiating contracts and managing the subscriptions. ■

MeL Components:

MeL Databases – Hundreds of thousands of subscription magazine and newspaper articles, reference book articles, art images, historical documents and images, curriculum materials and other full-text materials. Content ranges from the K-12 level to professional and research levels in science, medicine, education, technology, humanities, arts, social sciences, law and genealogy. Spanish language materials are available, especially for K-12 students.

MeLCat – An innovative statewide library catalog and resource-sharing network. Users can search the catalog from www.MeL.org or directly from their local library catalog. Michigan residents are using MeLCat to easily identify and request convenient, quick and free delivery of materials from other participating Michigan libraries to their home library for pick up.

MeL Michigana – Digitized local historical resources from Michigan libraries, including family papers, photographs, diaries, obituaries, newspapers and other local documents and commercial history resources. These materials illustrate Michigan's past through primary sources on towns, counties, and individuals and topics such as the Civil War and the automotive, shipping and lumbering industries.

MeL eBooks – A collection of over 24,000 non-fiction and reference electronic books for academics and professionals. Topics include science, computers, business, education and humanities among others. Users can read online or search at any time of the day or night.

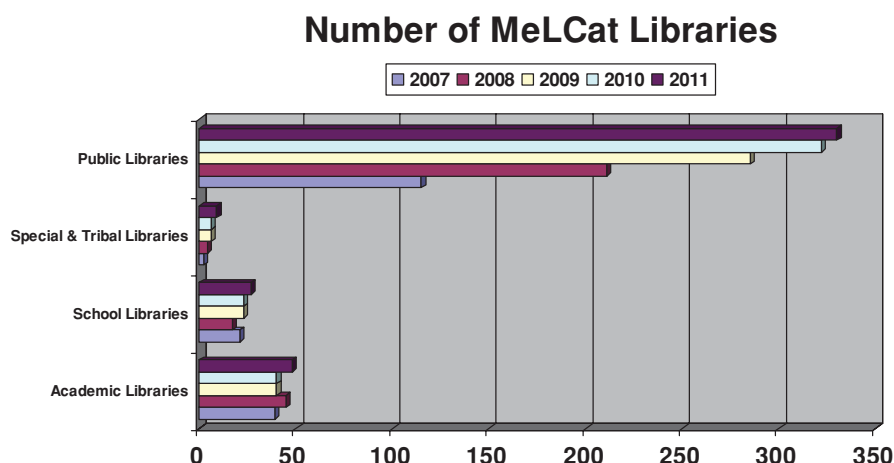
MeL Gateways – A balanced collection of quality Internet sites selected by librarians that are Michigan-related or particularly useful to Michigan residents, combined with suggested databases and MeLCat searches.

MeL Tests, Tutorials & Workforce Development – A comprehensive, interactive online learning platform of vocational, licensing and academic practice tests and tutorials for K-16 and job seekers, from GED assistance to the GRE. The Job & Career Accelerator section covers a broad area of workforce skill building resources — from career planning and preparation, job search skills, to resume writing and interviewing skills.

Michigan Online Resources for Educators (M.O.R.E.) – A database of tens of thousands of quality educational materials that are web-based and aligned with the state's current curriculum standards. This portal helps K-12 teachers and homeschoolers find the right materials for their students quickly and easily, allowing them to focus their time on teaching. ■

MeLCat - the Michigan eLibrary catalog

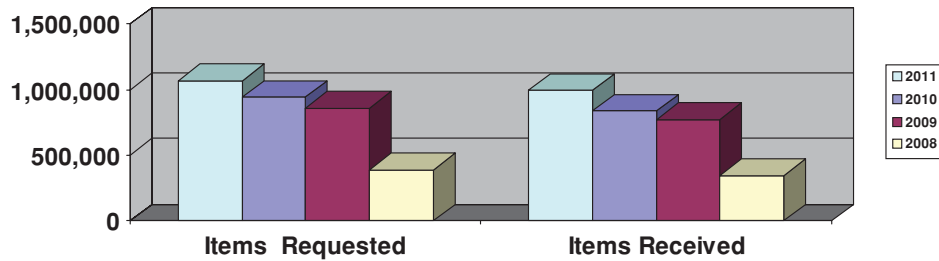
MeLCat is a virtual statewide library catalog and resource-sharing network. This successful, cost saving collaboration shared over million items in 2011, a breakthrough number. Member libraries share both a catalog that library users can search and a commitment to sharing their collections. Library users can easily order other libraries' materials online, and the titles are delivered via a fast statewide delivery service at no cost to the library users. These loans saved local residents over \$33,000,000 dollars.



MeLCat includes libraries from every area of the state, making it a true statewide service. In Michigan, public, school, academic and special libraries all participate in the statewide catalog and they do not have to convert to a common integrated library catalog system, saving local resources. In 2011, 23 new libraries were integrated into MeLCat. The 414 members as of September 30, 2011 include the following types of libraries: 48 academic, 320 public, 27 school, 10 school/public, and 9 special libraries.

At the end of state fiscal year 2011, MeLCat was a combined library collection of 45.7 million items. Users can search MeLCat directly from www.mel.org or through a link in their local library catalog. Michigan residents are using the catalog to easily identify and request convenient, quick delivery of materials to their home library, to the tune of 955,695 items last fiscal year. Items were delivered in an average of three to five days and a significant number of the requests were delivered in one day at no charge to the user. ■

Number of Items Requested and Received through MeLCat



MeLCat is a true collaboration. Librarians throughout the state participate in planning committees and user groups. MeLCat is a voluntary program so the fact that 85% of public libraries and 32% of academic libraries now are members speaks to the value it has for diverse communities across the state.

The residents who request materials are students, educators, business professionals, rural and urban residents - all users with a participating library card have ready access from home, work or school to more sources than any individual library could own. In rural areas especially, the impact on library users has been striking.

LSTA funds support MeLCat catalog software, enhancements to the catalog, software to allow users to find full-text articles within the catalog, new member library training, and integration of new members' catalogs into MeLCat. LSTA funding has allowed Michigan's librarians to reach out and share their expertise and their collections with all Michigan residents. ■

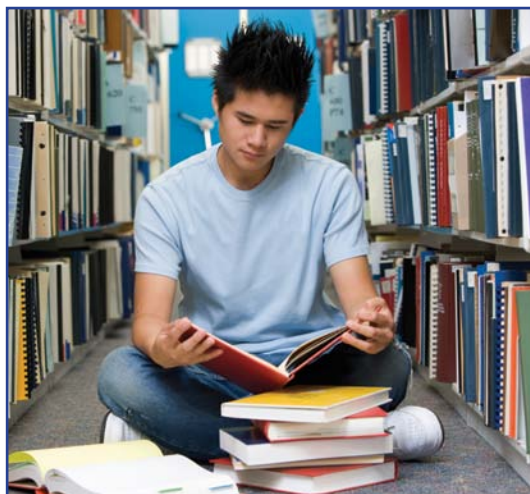
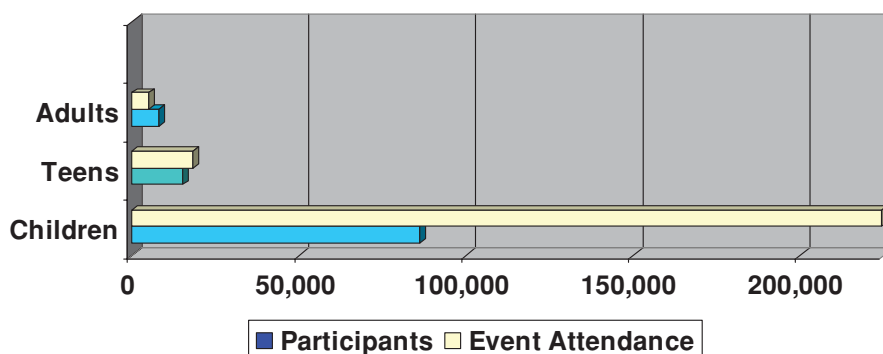


Childhood & Family Literacy Support... Collaborative Summer Library Program

The Collaborative Summer Library Program (CSLP) is a national group that develops quality materials for public library Summer Reading programs. LSTA funds the Library of Michigan's participation in CSLP. Membership in the collaborative allows the state library to provide high-quality, comprehensive summer reading manuals to all public libraries, saving the libraries both staff time and funds. These manuals include myriad literacy improvement activities and materials aimed at children, young adults and families reading together. Manuals were sent to all public libraries in Michigan.

Summer reading programs have been shown to develop children's interest in reading year-round, encouraging and motivating them to maintain and improve their reading skills. Michigan's participation in this program allows local library staff to focus on working with children and provides greater access to programming for children. We had 45% of public libraries respond to a participation survey and in just those libraries; the following numbers of children, teens and adults participated in the program and in special events. ■

Summer Reading Participation



Training to Improve Services to Michigan Residents

Conferences & Workshops

The Library of Michigan uses LSTA funding to sponsor continuing education for librarians throughout the state. Libraries are able to improve and expand services available to Michigan residents by learning from expert presenters and colleagues. The continuing education program also allows public libraries, especially small and rural libraries, to receive their state certification, which is required for public libraries to receive state aid to public libraries funds.

Spring Institute Conference

Spring Institute was a two-day conference for public and school librarians at which they explored strategies to engage children and teens in reading and how to build literacy skills.

Academic Libraries Day

Academic Libraries was a two-day conference for academic librarians on how to target and improve students' information literacy skills and to develop community partnerships with complementary organizations.

Tech Escape

Tech Escape was a one day workshop on the use of mobile sites for patrons and best practices for a variety of digital library services.

Leadership Development

Leadership Development was a one day workshop on how to develop and use outcomes in library services and to communicate those outcomes to stakeholder groups.

Fantastic Fiction

Fantastic Fiction was a one day workshop on creating strong collections and building a meaningful and robust online Readers Advisory service.

E-Rate Support & Training

The federal Universal Service Fund, also known as E-rate, is an important source of funding telecommunication and Internet access for public libraries. In 2011, Michigan public libraries received discounts totaling \$2,290,252. Libraries used these funds to give access to local services and collections, while at the same time implementing needed broadband service for their community.

Continuing Education Fund

The Library of Michigan has a continuing education tuition reimbursement program. LSTA funds are used to support this project, which is designed to help recruit current library paraprofessionals who have an informed understanding of statewide library issues and a commitment to the profession. ■

Support for Rural Communities... the Plinkit Collaborative

As most people now expect to be able to find local services online, the Library of Michigan joined the Plinkit Collaborative in 2009 as a way to help small, rural libraries provide online information to their communities. The collaborative develops software for modern, robust library web sites that are effective and easy to update for small libraries unable to develop web sites on their own due to lack of staff expertise or budgetary limitations. Within Michigan, the Library of Michigan is training librarians on how to use the software and is providing hosting for participating libraries' web sites. As of September 30, 2011, 77 communities have robust library web sites, providing access to materials and to information on local services, giving residents in small and rural towns the same access to information resources that residents in larger communities enjoy.

Evaluation... the Impact on Michigan Residents of Statewide Library Services

An essential part of providing library services is understanding who uses the services and how well the services are meeting the needs of the users. In 2011, the Library of Michigan contracted with a survey firm to understand if the goals for the Michigan Library Services and Technology Act were being met. The survey updated information on how librarians and residents use the Michigan eLibrary from an earlier survey and also asked librarians about the remaining LSTA funded programs. Overall, the results were positive and are guiding the required evaluation of the current Five-Year Plan for the State of Michigan and informing the content of the next Five-Year Plan. You can read the evaluation reports at www.michigan.gov/lsta. ■

*For questions or comments concerning this publication, please contact
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MICHIGAN RESIDENTS SPEAK...

Federal funding for the afore-mentioned projects has had a deep impact on the quality of life of Michigan's residents. We often receive positive comments on the impact and benefits of statewide services from the people of Michigan.

Impact for entrepreneurs:

"This morning a young lady came in and needed books about small business planning. We don't have updated references for this, but the MeL Database has one entire section on Small Business Resource Center. She was amazed to see that she could do her entire business plan right from this MeL site!! I hope that other libraries are using these super databases! They are extremely helpful."

Impact for rural residents:

"I love the interlibrary loan system. It makes me feel like the library really cares that I get the books I'm looking for not just whatever happens to be available."

Impact for minority users:

"I live in a small town, there's really not a lot of diversity. I am a woman of multicultural ethnicity. MeL has allowed me to enjoy a range of work that is not necessarily in my small town library. I'm very happy with the service. I like most that I can access MeL from anywhere."

Impact for teachers and students:

"Fact: In 2011, I spent \$680.05 on books for graduate school. Fact: In addition to purchasing books, I borrowed MANY books from my local libraries and interloaned what they didn't have in their collections. If I were to "purchase" those books, I would've spent well over \$1,200 on books. A big thank you..."

"Working at a Community College, we occasionally have students come in who have been out of school for many years. I had such a student come in the first week of the school year who had been out of school for 10 years. He had taken our academic placement test and scored at a low level in Math. He mentioned that he used to be good at Math, but had lost some of his knowledge over the years. Since it was too late to enroll in the Fall Semester, I mentioned that it might be a good idea to spend the semester practicing Math in the Learning Express Library on the Michigan eLibrary website and then to re-take the placement test. He spent a few hours every week practicing and came back right before the winter semester to retake the placement test. He jumped to Intermediate Algebra! The Learning Express Library on MeL is very easy to use. It helped him not only to remember some of the math formulas from before, but even helped him to exceed his previous knowledge. Mel.org is a great website, and I highly recommend it to many of my students."